**BID Committee**
**August 8, 2018**

**Attending:** Kelli Trumble; chairwoman
Kevin Ricks; BID
Jesse DeFosse; BID
Dan Gavinski; BID
Adam Makowski; BID
Jackie Morse; BID
Mark Sweet; BID
Mayor Ed Wojnicz
City Clerk Nancy Holzem
Chris Tollaksen; Public Works
Belen Markovich; Dells Events
Corena Ricks
Lydia Fulwiler
Dakota Juno
Jenifer Dobbs; WDVCB
Katie Fermanich; WDVCB
Jim Decker
Jenna Loda Eddy
Brian Holzem
Eric Helland
Gail Jermier

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve July 25 minutes made by Dan Gavinski. Second by Adam Makowski. Approved.

**DRAD LOGO USE:**
The Downtown Dells Committee submitted a request to use the Dells River Arts District logo on a poster for the River Walk Days Festival and for an Events rack card. Adam Makowski made a motion to permit the committee to use the DRAD logo. Second by Kevin Ricks. Approved with Mark Sweet abstaining.

**UPDATE: CO-OP PHOTOGRAPHY PROGRAM**
Joe Leute found photos taken several years ago for the Visitors Bureau of downtown locations The Bureau will be contacted about possible use of these photos by BID. Joe plans to commence taking new photos as agreed upon at the last meeting immediately.

**SHARED BID BUSINESS PRACTICES:**
Kelli Trumble reported on a meeting held with Lacey Steffes about the Downtown Baraboo Association's events and projects. Baraboo has one part time person working on special events. An attempt will be made to contact other Chambers or BID Committees in tourist areas to see how they prefer to staff various projects.

**FORMULA GUIDELINES / MASTER PLAN:**
Corena Ricks presented a formula that could serve to guide both the community and participating artists in formulating public art projects in the River Arts District. Artists would be asked to try to use at least two themes from the following: The River, Local Nature, Local History, Local Culture and Inspiring emotion. In addition, artists would be asked to use at least two or more mediums in completing that project from the following list: Metal, Glass, Stone, Wood, Paint, Photos, Plants, Water.
It was felt essential to work from the beginning with community groups such as the Dells Country Historical Society and the H.H. Bennett Museum as well as other City committees to develop a broad base of input moving forward. Approval of the guidelines can also initiate other steps such as deciding desired locations for projects and reaching out to artists.
Mark Sweet made a motion for BID to adopt the DRAD Art Formula guidelines as presented. Second by Adam Makowski. Approved with Kevin Ricks abstaining.

**PROPOSED ANCHOR GIFTS TO CITY:**
The Gregory Van Wie Foundation has provided a generous gift to restore two anchors from the steamer Alexander Mitchell and the Winnebago, the last steamboat on the Wisconsin River. The anchors can be made available to the city with the idea to prominently display them in showing how the boats and the river shaped the history of Wisconsin Dells. Several companies and individuals have been identified to do the restoration work. The restoration process could either maintain the rusty look or could "colorize" the anchors. It was felt that until elements of the Master Plan for the entire district are known, it would be premature to discuss how to restore the anchors as the desired look may be tied directly to the exact location.

**DOWNTOWN PLAZA LOCATIONS:**
Plans are still set for the City to dismantle the Duchess Plaza location after Wo Zha Wa in September. The list of possible other sites for public plazas was reviewed. The committee expressed its desire to see the boat remain on public display downtown. Kevin said that plazas as well as additional public rest areas which could bring nature downtown will be covered when the Master Plan is presented.

**CLOSED SESSION:**
Pursuant to State Statute 19.85(1) (e) motion was made by Kevin Ricks and second by Jesse DeFosse to enter into closed session. Approved.
Motion made by Kevin Ricks and second by Adam Makowski to reconvene in open session. Approved.
Motion made by Dan Gavinski and second by Jesse DeFosse to direct City Clerk Nancy Holzem to handle any negotiations on contract reviewed in closed session. Approved.

**AGENDA: AUGUST 22 MEETING.**
Discussion will continue on public plazas and public spaces. Additional items to be determined.

Motion to adjourn made by Adam Makowski. Second by Jackie Morse. Approved.

# RAD ART FORMULA

**THIS FORMULA WAS CREATED WITH THE INTENT OF PUSHING THE LIMITS OF THE ARTIST IMAGINATION WHILE PROVIDING A FOUNDATION FOR A COHESIVE FLAVOR OF ART THROUGHOUT THE RIVER ARTS DISTRICT.**

## THEME

**TRY TO USE AT LEAST TWO**

- RIVER
- LOCAL NATURE
- LOCAL HISTORY
- INSPIRING EMOTION

## MEDIUMS

**TRY TO USE AT LEAST TWO**

NOT LIMITED TO

- METAL
- GLASS
- STONE
- WOOD
- PAINT
- PHOTOS
- PLANTS
- WATER

# RAD ART